

Intex to open 30 retail stores in Punjab, Haryana

TIMES NEWS NETWORK

Chandigarh: IT hardware, mobile phones and electronics company, Intex technologies, will come up with 100 Intex Square, a company's exclusive small format retail chain by the end of this year. Out of these, 30 retail stores would be opened in Punjab and Haryana.

The company's second retail store in Punjab was opened in Ludhiana on Tuesday, while the first one is already at Amritsar.

Nidhi Markanday, DGM (Retail), Intex Technologies, said, "We plan to invest Rs 100 crore for the Intex Square initiative up to the period ending March, 2011. Talking about the other new initiatives, Nidhi told TOI that by end of September, the company would also launch their full high definition LCDs.

Markanday said that considering the level of disposable incomes, infrastructure and economical outlook, Punjab was one of the best states in India and held a very important position in their retail strategy. Being Punjab's biggest city and richest dis-

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trict, Ludhiana seemed to be a great destination.

At present, she said Punjab and Haryana made 10% of their total business.

Intex Square is an exciting format that offers the consumers sound technical know-how and touch & feel experience.

It offered a wide range of Intex products — mobile phones, PCs, TFT LCD monitors, multimedia speakers, DVD players, home theatre systems, UPS, web cameras, keyboards, mouse, headphones, pen drives, micro SD cards, to name just a few.

Along with Intex Squares, products are also available at more than 130 hyper markets and specialty chains pan India, through a shop-in-shop presence. The company's last year turnover was Rs 600 crore and this year it is expected to touch Rs 1000 crore.